



# **Pennsylvania Small Business Week 2023**

Growing Small Businesses. Growing Communities.

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April 30 - May 6, 2023

# About Small Business Week

For more than 50 years, [National Small Business Week](#) (NSBW) has celebrated the critical contributions of entrepreneurs and small business owners across the country. With more than half of Americans owning or working for small businesses, their impact on our national economy, on our communities, and on millions of people in the U.S. cannot be overstated.

To coincide with National Small Business Week, Governor Josh Shapiro has proclaimed April 30 – May 6, 2023 as Pennsylvania Small Business Week. Our state is joining the celebration to showcase the impactful role small businesses play in the Keystone State's economy and in our communities. We'll also be highlighting the array of resources available to help any aspiring entrepreneur turn their idea into a working and sustainable small business – **because there's no better day than today to start a business in PA.**



No matter what small business owners look like, where they come from, who they love, or who they pray to, they are valued in Pennsylvania. We hope you'll join us as we recognize and celebrate our state's small businesses and entrepreneurs.

## Customizable Content

Ready to celebrate PA Small Business Week? This toolkit includes customizable content for use across a variety of channels to help you jumpstart outreach efforts in your community:

- Facts & Resources
- Branded Hashtag (#PASmallBiz23, #GiveLocalSomeLove, #BigHelpforSmallBiz)
- Sample Messages and Graphics for Social Media

# Facts & Resources

## Diversity & Impact of Pennsylvania Small Business

[Source: SBA Pennsylvania Profile 2022](#)

Pennsylvania small business owners come from all walks of life. They represent a rich diversity of races, ages, genders, orientations, backgrounds, and veteran statuses – and we are celebrating them all during Small Business Week.

- 39.5 percent of small business owners are women.
- 12.5 percent are racial minorities.
- 4.5 percent are Hispanics.
- 6.1 percent are veterans.

Small businesses are our economic engine. Pennsylvania is home to 1.1 million small businesses that employ 2.6 million workers.

13,135 (88.2 percent) of PA firms that exported goods in 2020 were small businesses. Small firms exported goods worth \$10.7 billion.

No matter what small business owners look like, where they come from, who they love, or who they pray to, they are valued in Pennsylvania.

## Small businesses are the heart of our communities.

Small businesses shape our communities' cultures, provide a source of pride and local identity, and create a sense of place. They're one of the best parts of working and living in Pennsylvania - and by starting a business, you're joining more than one million other small business owners whose hard work and dedication are building the local community.

Small businesses are particularly good for local economies.

- For every \$100 spent at a small business, \$48 goes back into the local economy in which the business is located.
- If that same \$100 is spent at a big box store or national retailer, only \$14 makes it back to the local economy.

We encourage all Pennsylvania residents to take Small Business Week 2023 as an opportunity to support their favorite local businesses.

- Shop at your favorite store
- Eat at your favorite local restaurant
- Leave a positive review online for your favorite small businesses
- Talk about your favorite local small business on your social media accounts and like and share their social posts with #PASmallBiz23 or #GiveLocalSomeLove

## Entrepreneurs, Pennsylvania has your back.

Whether you're just working on your side hustle or replacing your 9-to-5, starting a business takes courage, dedication, and a commitment to hard work. But you're not alone. Pennsylvania has your back.

DCED and our partner network across the commonwealth offer many resources to help small businesses grow.

- The [PA Business One-Stop Shop](#) is the first point of contact for Pennsylvania business development. The One-Stop Shop team helps connect and guide businesses through all stages of development — from planning and startup to operating and expanding.
  - The One-Stop Shop offers dedicated resources and assistance for businesses (including minority-owned, women-owned, and veteran-owned businesses), including how to register as a business, training and best practices on important business topics including eCommerce, and a checklist to help you navigate the process of starting a business.
  - The One-Stop Shop can also help connect you with specific opportunities and partner networks for one-on-one counseling, training, and business assistance.
- Through the PA Business One-Stop Shop, entrepreneurs can also connect to Pennsylvania's extensive partner network – including groups like the Small Business Development Centers, local and regional economic development organizations, the Ben Franklin Technology Partners, the Life Sciences Greenhouses, and many others – who serve as the boots on the ground that provide the critical one-on-one support that small and early-stage businesses need to grow.

## National Small Business Week Virtual Summit (May 2-3)

Over the course of two days, meet other business owners and learn about additional resources during the [National Small Business Week Virtual Summit](#) hosted by the U.S. Small Business Administration and SCORE.

This year's NSBW Virtual Summit will feature educational workshops presented by event cosponsors, access to federal resources, and networking. Register to save your seat on the [U.S. Small Business Administration website](#).



# Social Media

Joining the larger celebration is easy on social media! We are sharing several of our own social media campaign ideas and will be on the lookout for PA groups using #PAsmallBiz23 on their social media channels.

## DCED's Social Media Channels



**@PADCEDnews** [twitter.com/PAdcednews](https://twitter.com/PAdcednews)



**Pennsylvania Department of Community & Economic Development**

[linkedin.com/company/pennsylvania-department-of-community-&-economic-development](https://linkedin.com/company/pennsylvania-department-of-community-&-economic-development)



**Pennsylvania Department of Community & Economic Development**

[youtube.com/user/dcedpa](https://youtube.com/user/dcedpa)



**@PADCED**

[facebook.com/PADCED](https://facebook.com/PADCED)

## Other Useful Twitter Handles

- Pennsylvania Small Business Development Centers (SBDC): [@PASmallBusiness](https://twitter.com/PASmallBusiness)
- U.S. Small Business Administration: [@SBAgov](https://twitter.com/SBAgov)
- SCORE: [@SCOREmentors](https://twitter.com/SCOREmentors)




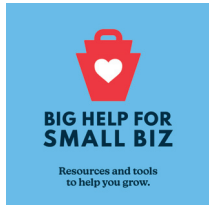
# Sample Social Media Messages

Download the hi-res versions of these graphics for Twitter, LinkedIn, and Facebook at: <http://ow.ly/FUjk50NKyp1>

Join the PA Small Business Week celebrations on social media with our hashtags!

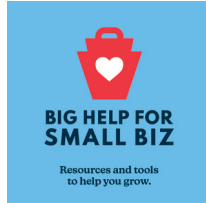
- **#PASmallBiz23** to tag PA Small Business Week
- **#BigHelpforSmallBiz** to share resources for small businesses & entrepreneurs
- **#GiveLocalSomeLove** to encourage Pennsylvanians to buy local

## Messages for Businesses & Entrepreneurs

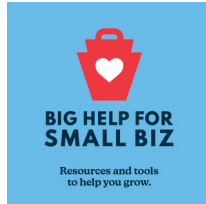
Graphic	Sample Text for April (before Small Business Week)
	<p>⌚ Let the countdown begin to <b>#PASmallBiz23</b>. From April 30 thru May 6, support small businesses or get a head start on your new business venture with the PA Business One-Stop Shop: <a href="https://business.pa.gov/">https://business.pa.gov/</a> <b>#BigHelpForSmallBiz</b></p>
	<p>Calling all entrepreneurs 📢 Now's your chance to register for this year's National Small Business Week's Virtual Summit on May 2-3. Network with fellow business owners and receive expert advice in this free 2-day event. <b>#PASmallBiz23</b> Register: <a href="http://ow.ly/ttfK50NqAF4">http://ow.ly/ttfK50NqAF4</a></p>
	<p>We're excited to celebrate <b>#PASmallBiz23</b> next month. Entrepreneurs, Pennsylvania has your back with the resources to help your small business succeed! The PA Business One-Stop Shop offers small business owners all the tools 🛠️ and support you need to thrive and grow: <a href="https://business.pa.gov/">https://business.pa.gov/</a> <b>#BigHelpForSmallBiz</b></p>
	<p>With <b>#PASmallBiz23</b> next month, @PADCEDnews encourages small businesses to contact their local @PASmallBusiness center! Receive expert advice and little to no-cost online tools to help you <b>#GrowInPA</b>. 📍 Find a center near you: <a href="http://ow.ly/moH730oplel">http://ow.ly/moH730oplel</a></p>

## Graphic

## Sample Text for during Small Business Week (April 30-May 6)



Small businesses are at the heart of our community. And future. To help you flourish, the PA Business One-Stop Shop offers resources, tools, and support to help your business thrive and grow. <https://business.pa.gov/#BigHelpForSmallBiz> #PASMallBiz23



Join the @SBAGov & @SCOREmentor for this year's National Small Business Week's Virtual Summit on May 2 & 3. Chat with industry experts, hear stories from small businesses, and learn about critical federal resources available. Register to save your seat: <http://ow.ly/ttfK50NqAF4>



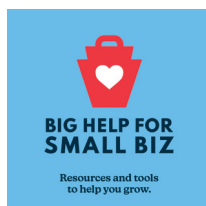
There's never been a better time to start your business than during #PASMallBiz23. The PA Business One-Stop Shop is here to guide businesses through all stages of development — from planning and startup to operating and expanding. Get started today at <https://business.pa.gov/>. #BigHelpForSmallBiz



To keep your company going strong, the PA Business One-Stop Shop offers concierge-level support tailored to your industry, business, and unique needs. Get valuable tools to keep growing at <https://business.pa.gov/>. #BigHelpForSmallBiz #PASMallBiz23



Your business is thriving. We want to help you build on your success with training on eCommerce, social media, and more. Visit the PA Business One-Stop Shop for valuable resources, training, tools and the know-how to succeed. <https://business.pa.gov/>. #BigHelpForSmallBiz #PASMallBiz23






Make your startup official by registering your business! 📝 Get started during #PASMallBiz23 and receive a personalized checklist for your business structure: <https://business.pa.gov/register/> #BigHelpForSmallBiz



We're always proud of the 1.1 million #PASMallBiz23 who call the Keystone State home 🏠 and hope you #WorkSmartLiveHappy in PA for years to come. Want to join us? Get #BigHelpForSmallBiz at <https://business.pa.gov/>

## Messages for Pennsylvania Shoppers

Graphic	Sample Text for during Small Business Week (April 30-May 6)
	<p>Nothing beats sharing a smile with our neighbors working at local small businesses. 🛍️ Shop small, keep your money local and watch it make a difference. What wonderful day to shop small in PA. <a href="#">#GiveLocalSomeLove</a> <a href="#">#PASmallBiz23</a></p>
	<p>What a wonderful day to <a href="#">#GiveLocalSomeLove</a> in PA. 🤑 For every \$100 spent at a small business, \$48 goes back into the local economy. Make a difference in your community and purchase with purpose. <a href="#">#PASmallBiz23</a></p>
	<p>🎉 Celebrate PA Small Business Week and <a href="#">#GiveLocalSomeLove</a> by visiting one of your favorite small businesses. By shopping small and supporting local you are helping to support a dream. Here are 4 ways you can support your local PA small business. <a href="#">#PASmallBiz23</a> 🛍️🤑</p>